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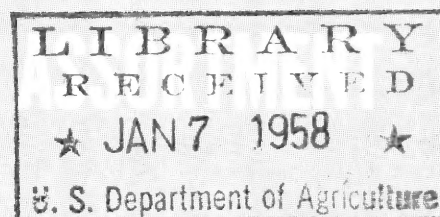
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YOU'LL MAKE MORE THAN

40% GROSS PROFIT

EARLY SEASON



*John's*

INDOOR GROWING  
FOLIAGE PLANTS



start now to turn fast selling plants  
into quick profit

*John's*

PLANTS — SEEDS — BULBS • Apopka, Florida • Phone: TUCKER 6-5061



# QUICK PROFIT PLANTS - EASY TO ORDER, HANDLE AND SELL!

143 LUXURIANT, INDOOR GROWING FOLIAGE PLANTS PROVEN BEST - SELLING VARIETIES PRICED TO SELL COMPETITIVELY, QUICKLY

**John's** proudly offers you this fine money-making opportunity to reap those **EXTRA PROFITS** from these eye-catching, sales - stimulating, lush green plants.

**Cost \$36** **Sell for \$71**

You'll make 40-45% Gross Profit after you pay Express Charges.

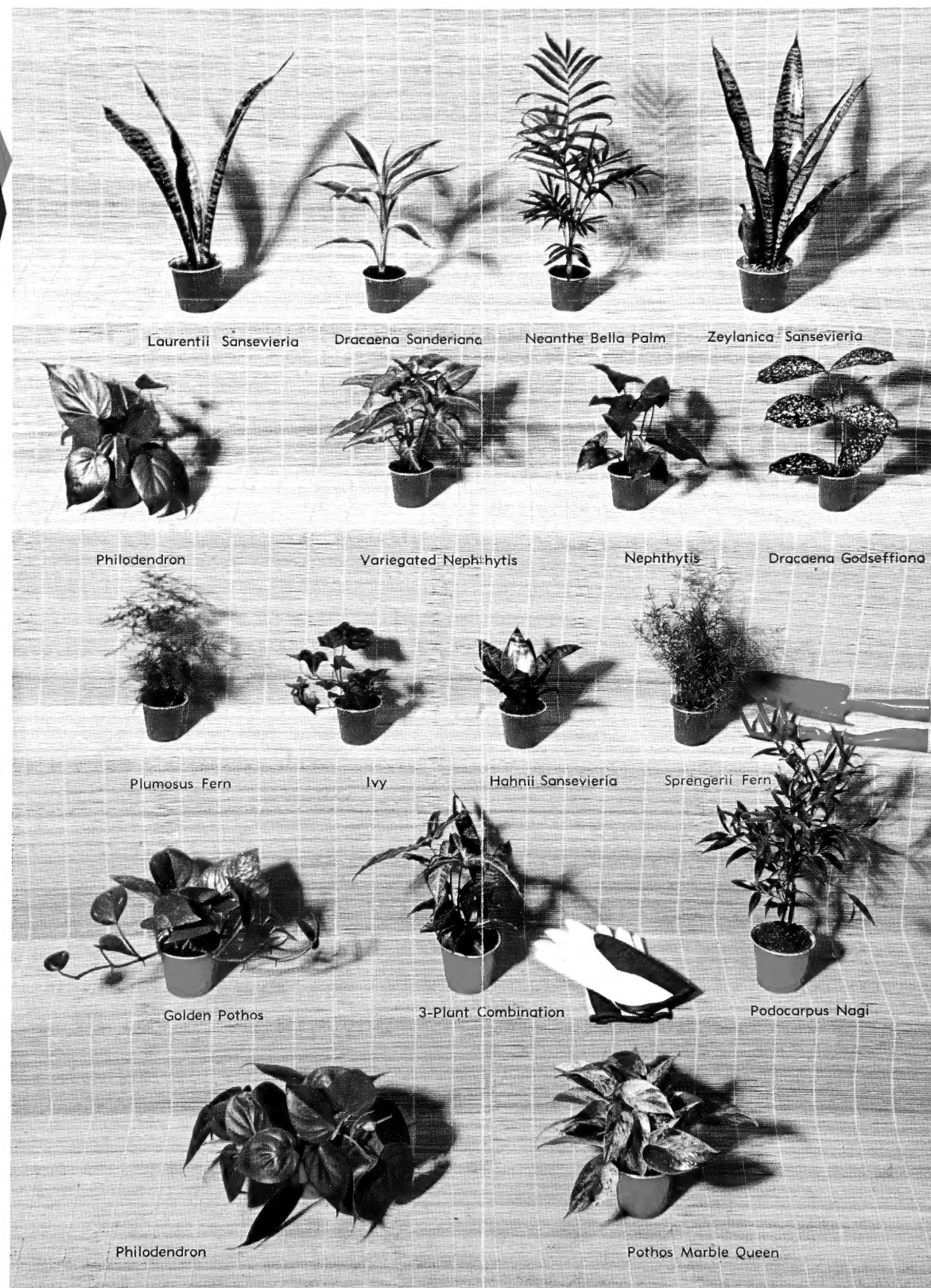
**SEND NO MONEY** — Plants shipped on 30 day open account (and you'll be re-ordering before then).

## START EARLY!

Cash in on the full selling season! Over 200 million of these richly-green indoor growing foliage plants are sold annually. These thriving, thickly-leaved plants have become a **MUST** in homes, shops and offices. Benefit from this ever-expanding indoor plant market by selling John's timely plants in **YOUR** store.

## PROVEN VARIETIES

These 17 choice varieties were selected for their timely sales appeal and indoor hardiness. Some are new, some old — **ALL** are the Early Season **SALES LEADERS** shown by our national sales totals.



## John's special ASSORTMENT No. 8

A new profit making selection of assorted plants that your customers will love.

## HERE'S WHAT YOU GET...

1. 143 carefully selected plants shipped at the peak of perfection . . . guaranteed to arrive in good condition. **for \$36**
2. Your choice of either **PLASTIC** or **ALUMINUM** pots. (Both are color-coded).
3. Complete, simple instructions on pricing, displaying and care of plants.
4. **FREE** — Attention-getting Sales Banners, picture Identification sheet and colorful Pricing Sign.

## RETAIL PRICES ARE COLOR CODED

You don't have to "identify" the plants . . . You don't have to "stamp the prices on them" . . . Just mark the pricing sign and your customers will know the **EXACT PRICE** of each plant by the color of the pot.

*We suggest these nationally accepted retail prices:*

**SELL THE PLANTS IN THE GREEN POTS FOR 39c (OR MORE)!**

**SELL THE PLANTS IN THE RED POTS FOR 69c (OR MORE)!**

**MAIL ENCLOSED ORDER CARD TODAY**

**CHECK** (✓) Plastic or Aluminum pot on card

We reserve the right to make a few changes in the assortment, due to crop conditions. Plants of equal or better value will be substituted.



# HOW *John's* TOP-QUALITY PLANTS ARE AVAILABLE TO THE MASS MARKET AT REASONABLE PRICES



Here is the center of the John's 48 acre Nursery where over 50 choice varieties of indoor foliage and blooming plants are brought to the peak of perfection. Constant improvement through never-ending experimentation has resulted in volume production of sturdy, healthy plants. For 25 years John's has been growing and shipping TOP QUALITY PLANTS with LIVABILITY, that thrive and bring to your customers complete satisfaction. Thousands of satisfied customers PROVE John's PLANTS ARE BEST!



John Masek

*"when you are  
in Florida..."*

stop by and visit our nurseries at Apopka. We'll be glad to see you and show you around. Apopka is just 13 miles northwest of Orlando on Highway #441, the well-known "Orange Blossom Trail."

*mail your postage - paid order card today*



Ship Immediately

*John's* \$36. Special Assortment #8

CHECK ONE (BOTH ARE COLOR CODED)

- ☐ 143 PLANTS IN PLASTIC POTS  
☐ 143 PLANTS IN ALUMINUM POTS

Signed \_\_\_\_\_

U.S. Dept of Agriculture  
Library  
Washington 25, D. C.  
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Are your name and address correct? Please make corrections on this card.

FIRST CLASS  
PERMIT NO. 4  
(SEC. 34.9 P.L.&R.)  
APOPKA, FLA.

**BUSINESS REPLY CARD**

No postage stamp necessary if mailed in the United States

4c POSTAGE WILL BE PAID BY

**JOHN'S**

**APOPKA, FLORIDA**

**Send no money**

**you have 30 days to pay!**

*John's*

**\$36. Special  
Assortment No. 8**

DETACH THIS STUB

**F.O.B. APOPKA, FLORIDA, SHIPPED RAILWAY  
EXPRESS (Express Charges Collect)**